
blaxxun interactive

E-Learning

White Paper

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Contents

1	The Current Situation.....	3
2	E-Learning and blaxxun interactive.....	4
3	blaxxun Platform Features	5
3.1	My Desk.....	5
3.2	Calendar	5
3.3	Message Board.....	5
3.4	Moderated Chat.....	5
3.5	CourseFinder	6
3.6	Profile Matching	6
3.7	Incentive-oriented Learning	6
3.8	Learning Materials in 3D	6
3.9	Application Sharing	6
3.10	Avatar Gestures and Mimic.....	6
3.11	Break-out Sessions (Workgroups)	6
3.12	Brainstorming Board	7
3.13	Study Groups.....	7
3.14	Polls and Quizzes	7
3.15	VoIP (Voice over Internet Protocol)	7
3.16	Audio/Video Streaming	7

1 The Current Situation

“The manager who can bring his/her global team up-to-date at the click of a mouse has achieved a real and respectable competitive edge. *We can reduce production costs by up to 30% using e-learning.*”

Jürgen Guttmann, Siemens SQT, Net-Business, 06.07.2001

Fundamental Problems facing Corporate Training Programs:

Faced with reduced training budgets, companies are now looking for new solutions for the challenges of training their employees:

- Shorter innovation cycles demand high flexibility and shorter reaction time when it comes to employee training.
- Only qualified employees can raise productivity.
- High costs of travel and training combined with down time associated with conventional seminars make *on-site* training seminars less and less feasible.

A company's ability to train its workforce efficiently means a more rapid reaction time to the market. This training can now be held online, saving money and time. With a company-wide learning portal, training expenditures can be reduced by up to 30%. Online certification courses and product training seminars can be held online regardless of individual participants' locations.

(Mummert and Partners, September 2001)

Problems facing existing Corporate Training Programs:

Companies who have established online training programs are faced with problems of different kind:

- High dissatisfaction/interruption of Web-based Training (WBT) courses
- Lack of social contact due to self-study nature of WBT
- Little discussion of information learned and lack of theory-to-practice transfer
- No knowledge sharing within company

The Solution: Targeted E-Learning

E-Learning is the future of internal and external knowledge transfer, whether it be employee seminars, external partner training, or new business process presentations.

By way of a company-wide knowledge distribution platform, companies can ensure ongoing on-the-job training. Special needs can be catered to and knowledge already gathered can be individually distributed.

Through multimedia and interactive presentation of this knowledge, learners put what they've learned into practice more quickly with less down time.

The blaxxun e-learning application combines information, communication and training content. With numerous opportunities for interaction, discussion among seminar participants is encouraged before, during and after the scheduled class.

E-Learning with the blaxxun Platform enables a new form of online learning. Self-organized learning and the effective transfer of knowledge are supported by a strong focus on social interactivity. Three-dimensional visualization of classrooms lends a more explorative, fun atmosphere to the learning environment. Learning content is presented dynamically and in real time, social contact is encouraged, and the lively discussion of content ensures effective theory-to-practice transfer.

2 E-Learning and blaxxun interactive

The e-learning application from blaxxun interactive helps companies with high information-exchange demands optimize their communication and knowledge-transfer channels to their employees, customers and partners through:

Interaction

E-Learning with the blaxxun Platform enables interactive learning in multi-user environments, a truly valuable and memorable experience that community members identify with the learning community.

Study Groups

Above all, community members motivate one another through self-organized study groups where they can exchange timely company information.

Incentive-oriented Learning

Community members are rewarded for their participation on the basis of a roles and rights system. Active participation and motivation increase.

Virtual Classrooms

By integrating visual aids, from word documents to three-dimensional product models, content becomes more motivating, intuitive and fun.

Community of Practice

The use of blaxxun technology brings the intensity of the study group to the group members' day-to-day working environment. Individual, isolated learners are transformed into a Community of Practice based on the blaxxun Platform.

3 blaxxun Platform Features

blaxxun interactive is the leading provider of platforms for efficient internet-based communication. The blaxxun Platform is the ideal tool for developing an interactive communications solution in any branch of business or entertainment. Uses range from E-Learning and E-Service to Online Customer Clubs and even Interactive TV.

The blaxxun Platform is a modular software system offering an extensive range of features in the areas of efficient communication and interaction. High scalability, optimal performance and a user-friendly user interface allow the set-up and operation of a stable application.

3.1 My Desk

Individual and self-organized learning content can be created and managed.

3.2 Calendar

Personal dates, as well as those that concern the community, can be entered. An Info Agent automatically reminds the community member of appointments.

3.3 Message Board

The Message Board facilitates asynchronous communication. Community members can both read and write Message Board entries, which can be ordered according to categories like *private*, *community*, *author*, *topic* or *date of last entry*.

3.4 Moderated Chat

Moderated Chat enables the management of special chats like expert chats and chats that involve a large or challenging audience. The moderator filters chat entries by

modifying them, making them public or even, in some cases, rejecting them. Special guests or experts can receive privileged status so that their entries are automatically made public.

3.5 CourseFinder

Via the CourseFinder, courses are recommended to the community member according to his/her personal profile.

3.6 Profile Matching

Information about specific interests, attributes and aptitudes of particular community members can be gathered and analyzed via Profile Matching. In this way, individual know-how can be made available to the whole community.

3.7 Incentive-oriented Learning

Participation and contributions are rewarded by means of an incentive program. This allows for various experience levels, together with special access privileges (e.g. co-tutor), which members can attain.

3.8 Learning Materials in 3D

Learning materials can also be visualized in a virtual environment, making the learning process intuitive, more motivating, and more fun.

3.9 Application Sharing

Learning content, such as documents, can be examined in real-time by all course participants who are present in the virtual seminar room. Via a whiteboard, all course participants can see and process information just like in a conventional classroom.

3.10 Avatar Gestures and Mimic

Visual communication by means of gestures and facial expressions allows the trainer to monitor the mood in the course. These expressions, and therefore emotions, are also visible to other learners.

3.11 Break-out Sessions (Workgroups)

Various Break out Sessions can be created, in which interaction and communication are limited to the participating learners. Just like in real-life learning scenarios, these workgroups leave the seminar room to discuss a topic on their own. The trainer, of course, can check in on the individual groups at any time.

3.12 Brainstorming Board

As an online brainstorming aide, a virtual tack board can be used and seen by multiple learners at the same time.

3.13 Study Groups

Community members can found their own study groups to foster spontaneous, self-organized learning or work.

3.14 Polls and Quizzes

Surveys and quizzes make learning more fun while providing valuable content to be analyzed.

3.15 VoIP (Voice over Internet Protocol)

This technology enables voice transmission on the Internet for 1:1 communication as well as for groups.

3.16 Audio/Video Streaming

Audio and video streaming can be easily integrated in order to provide multimedia, educational content. blaxxun Platform relies on standard formats and players like Windows Media Player, RealPlayer, and Quicktime.

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